



WKMG

ORDER

Flight Dates 10/29/12-11/06/12

Contract / Revision

257252 /

EST. ID 11626

Original Date / Revision

09/07/12 09/07/12

Agency Com 15%

Billing Contact

Advertiser POL/FI Vote NO on 6 Commi

11350 Random Hills Rd, Ste 670
Fairfax, VA 22030

Agency Media Strategies and Resear

Buying Contact

11350 Random Hills Rd, Ste 670
Fairfax, VA 22030

Sales Office NAT

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL ISSUE

Product Codes PL-Ballot-Related

Priority P-3

Advertiser Ref

Primary Account Executive
National House

Account Executive	Order%	Start Date	End Date
National House	100%		

Order Share 100% Market Value 164550

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	77	\$139,867.50	\$164,550.00	0.00	10/29/12	11/06/12	77	\$139,867.50	\$164,550.00
Totals	77	\$139,867.50	\$164,550.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	10/29/12	11/06/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	2	\$700.00	P-3	0.00	NM	7	\$4,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$700.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$700.00		0.00			
2	WKMG	10/29/12	11/06/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	2	\$600.00	P-3	0.00	NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$600.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$600.00		0.00			
3	WKMG	11/03/12	11/03/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$600.00		0.00			
4	WKMG	10/29/12	11/06/12		CM	11a-12p	M---F--	:30	2	\$1,200.00	P-3	0.00	NM	3	\$3,600.00



WKMG

Print Date: 09/07/12

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Contract / Revision **257252** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/07/12/ 09/07/12

Order Sep 00:15:00

Advertiser **POL/Fl Vote NO on 6 Comn** Product **EST. ID 11626**

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
11-12p Price Is Right Price Is Right														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	M---F--					2	\$1,200.00		0.00		
Week:		11/05/12	11/11/12	M-----					1	\$1,200.00		0.00		
5	WKMG	10/31/12	10/31/12	Local 6 News 12-1230p	CM	12-1230p	--W----	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
Local 6 News 12-1230p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--W----					1	\$1,000.00		0.00		
6	WKMG	10/30/12	11/01/12	1230-2p CBS Soaps	CM	12:30-2p	-T-T---	:30	2	\$1,000.00	P-3	0.00 NM	2	\$2,000.00
Soaps														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-T-T---					2	\$1,000.00		0.00		
7	WKMG	10/29/12	11/05/12	3-4p Nate/Doctors	CM	3-4p	MTWTF--	:30	1	\$500.00	P-3	0.00 NM	6	\$3,000.00
The Doctors														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MTWTF--					5	\$500.00		0.00		
Week:		11/05/12	11/11/12	M-----					1	\$500.00		0.00		
8	WKMG	11/05/12	11/05/12	News at 5p	CM	5-530p	M-----	:30	1	\$850.00	P-3	0.00 NM	1	\$850.00
News at 5p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$850.00		0.00		
9	WKMG	10/29/12	11/05/12	News at 6p	CM	6-630p	MTWTF--	:30	1	\$1,200.00	P-3	0.00 NM	6	\$7,200.00
News at 6p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,200.00		0.00		
Week:		11/05/12	11/11/12	M-----					1	\$1,200.00		0.00		
10	WKMG	11/02/12	11/02/12	News at 7p	CM	7-7:30p	----F--	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
News at 7p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----F--					1	\$1,500.00		0.00		
11	WKMG	10/29/12	10/29/12	M-F 7:30-8p Inside Ed	CM	730-8p	M-----	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
Inside Edition														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	M-----					1	\$1,500.00		0.00		
12	WKMG	10/30/12	10/30/12	Tue Prime 8p	CM	8-9p	-T-----	:30	1	\$18,000.00	P-3	0.00 NM	1	\$18,000.00
NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-T-----					1	\$18,000.00		0.00		
13	WKMG	10/31/12	10/31/12	Wed Prime 9p	CM	9-10p	--W----	:30	1	\$11,000.00	P-3	0.00 NM	1	\$11,000.00
Criminal Minds														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--W----					1	\$11,000.00		0.00		
14	WKMG	11/01/12	11/01/12	Thu Prime 10p	CM	10-11p	---T---	:30	1	\$8,000.00	P-3	0.00 NM	1	\$8,000.00
Elementary														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---T---					1	\$8,000.00		0.00		
15	WKMG	11/02/12	11/02/12	Fri Prime 10p	CM	10-11p	----F--	:30	1	\$15,000.00	P-3	0.00 NM	1	\$15,000.00
Blue Bloods														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----F--					1	\$15,000.00		0.00		
16	WKMG	11/03/12	11/03/12		CM	8-9p		:30	1	\$2,000.00	P-3	0.00 NM	1	\$2,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWT----		4				\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$1,500.00		0.00			
N 29	WKMG	10/30/12	11/05/12	M-F 7:30-8p Inside Ed	CM	730-8p	MTWTF--	:30	3	\$1,500.00	P-3	0.00	NM	4	\$6,000.00
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-TF--		3				\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$1,500.00		0.00			
N 30	WKMG	11/05/12	11/05/12	Mon Prime 10p	CM	10-11p	M-----	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
				Hawaii Five-O											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$15,000.00		0.00			
N 31	WKMG	11/03/12	11/03/12	Sat 11p News	CM	11-1135p	-----S-	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
				Sat 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$2,500.00		0.00			
N 32	WKMG	11/01/12	11/05/12	M-F David Letterman	CM	1136p-1238a	M--TF--	:30	1	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$1,000.00		0.00			
Totals														77	\$164,550.00